

Amendments to the Specification:

Please replace the Paragraph No. 12 with the following rewritten paragraph:

-- [0012] According to a broad aspect of the invention, there is provided a retail merchandising apparatus for use with a pallet stackable with merchandise items arranged in multiple layers thereon to form a loaded pallet. The retail merchandising apparatus includes: pallet support means for bearing the loaded pallet; lifting means operatively connected to the pallet support means for ~~selectively~~ moving the pallet support means between a lowered position and a raised position relative to a floor; and an open-topped housing accommodating the pallet support means and the lifting means mounted therein. The housing has a plurality of upstanding housing walls, with each of the housing walls having an inwardly directed housing face and an outwardly directed housing face. The retail merchandising apparatus further includes display means associated with the housing for placing a promotional message on at least one outwardly directed housing face within view of a customer. When bearing a loaded pallet, the pallet support means is ~~selectively~~ positionable within the housing such that a ~~selected~~ portion of the merchandise items carried on the loaded pallet protrudes at least partially from the top of the housing within view of the customer. --

Please replace the Paragraph Nos. 14 and 15 with the following rewritten paragraphs:

-- [0014] According to another broad aspect of the invention, there is provided a retail merchandising apparatus for use with a pallet stackable with merchandise items arranged in multiple layers thereon to form a loaded pallet. The retail merchandising apparatus includes: pallet support means for bearing the loaded pallet; lifting means operatively connected to the pallet support means for ~~selectively~~ moving the pallet support means between a lowered

position and a raised position relative to a floor; and an open-topped housing accommodating the pallet support means and the lifting means mounted therein. The housing has a plurality of upstanding housing walls surrounding the periphery of the pallet support means, with each of the housing walls having an inwardly directed housing face and an outwardly directed housing face. The retail merchandising apparatus further includes display means associated with the housing for placing a promotional message on at least one outwardly directed housing face within view of a customer. When bearing a loaded pallet, the pallet support means is ~~selectively~~ positionable within the housing such that a ~~selected~~ portion of the merchandise items carried on the loaded pallet protrudes at least partially from the top of the housing within view of a customer, whilst the pallet and the pallet support means remain substantially concealed from the customer's view by the housing walls.

[0015] According to yet another broad aspect of the invention, there is provided a method for merchandising a pallet for retail use. The pallet is stackable with merchandise items arranged in multiple layers thereon to form a loaded pallet. The method includes the steps of: placing the loaded pallet on pallet support means contained within a housing, the housing having a plurality of upstanding walls, each having an inwardly directed housing face and an outwardly directed housing face; ~~selectively~~ moving the pallet support means between a lowered position and a raised position relative to a floor such that a ~~selected~~ portion of the merchandise items carried on the loaded pallet protrudes from the top of the housing within view of a customer; and displaying from the housing a promotional message on at least one outwardly directed housing face within view of the customer. --